

In the Claims:

sub B2
1. (Amended) A method of providing service in a wireless communication network comprising the steps of:
providing a plurality of service options to an end user of a wireless communication device operating on said wireless communication network;
providing products or services to said end user in response to [the] a subscription to one of said service options; and
providing [ads] advertisements based upon location related information of said wireless communication device to the end user [as] in lieu of receiving compensation for the [service] subscription.

Please add the following new claims:

2. (New) The method of claim 1 wherein said plurality of service options includes location based services.

Sub C2
3. (New) The method of claim 1 wherein said location related information includes at least one of the following:
position, direction, or speed.

A
4. (New) The method of claim 1 wherein said step of providing advertisements comprises providing an advertisement for a predetermined vendor when a subscriber is within a predetermined distance of said predetermined vendor.

5. (New) The method of claim 1 wherein said step of providing advertisements comprises providing advertisements when end user preferences corresponds with vendor criteria.

6. (New) The method of claim 1 further including a step requiring user interaction to determine whether an advertisement was reviewed to be considered an advertisement that was provided in lieu of receiving compensation for the service.

CASE NO.:
ENTITLED:

NSP00012
REMOTELY CONFIGURABLE MULTIMEDIA ENTERTAINMENT AND
INFORMATION SYSTEM WITH LOCATION BASED ADVERTISING

Goldman

7. (New) The method of claim 1 wherein said step of providing advertisements comprises providing advertisements when a vendor has a product on an end user's shopping list.

8. (New) The method of claim 1 wherein said step of providing advertisements comprises providing advertisements based upon a shopping history of said end user.

9. (New) The method of claim 1 wherein said step of providing advertisements comprises providing advertisements based upon advertisement acceptance.

10. (New) The method of claim 1 wherein said step of providing advertisements comprises providing advertisements based upon the content that a user is receiving on said wireless communication device.

11. (New) The method of claim 1 wherein said step of providing advertisements comprises providing advertisements at predetermined times based upon user device habits.

12. (New) The method of claim 1 wherein said step of providing advertisements comprises providing advertisements based upon the status of sensors in a vehicle incorporating said wireless communication device.

SUB 3 13. (New) A method of providing service in a wireless communication network comprising the steps of:
providing a plurality of service options to an end user of a wireless communication device operating on said wireless communication network;
providing products or services to said end user in response to the subscription to one of said service options; and
providing advertisements based upon location related information of said wireless communication device to the end user in lieu of receiving compensation for the service when a subscriber is within a predetermined distance of said predetermined vendor.

14. (New) The method of claim 13 further including a step requiring user interaction to determine whether an advertisement was reviewed to be considered an advertisement that was provided in lieu of receiving compensation for the service.

15. (New) The method of claim 13 wherein said step of providing advertisements comprises providing advertisements when a vendor has a product on an end user's shopping list.

16. (New) The method of claim 15 wherein said step of providing advertisements comprises providing advertisements based upon a shopping history of said end user.

17. (New) The method of claim 13 wherein said step of providing advertisements comprises providing advertisements based upon advertisement acceptance.

18. (New) The method of claim 13 wherein said step of providing advertisements comprises providing advertisements based upon the content that a user is receiving on said wireless communication device.

19. (New) The method of claim 13 wherein said step of providing advertisements comprises providing advertisements at predetermined times based upon user device habits.

20. (New) A method of providing service in a wireless communication network comprising the steps of:

providing a plurality of service options to an end user of a wireless communication device coupled to a vehicle operating on said wireless communication network;

providing location based products or services to said end user in response to the subscription to one of said service options; and

providing advertisements based upon location related information of said wireless communication device to the end user in lieu of receiving compensation for the service when a subscriber is within a predetermined distance of said predetermined vendor and when end user preferences corresponds with vendor criteria.